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**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

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**In re application of:** Matz

**Group Art Unit:** 2448

**Application No.:** 10/039,062

**Examiner:** Strange, Aaron

**Filed:** December 31, 2001

**Attorney Docket:** 01376

**Title:** “Methods and System for Targeted Content Distribution Using Tagged Data Streams”

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**37 C.F.R. § 1.111 RESPONSE TO  
NOVEMBER 4, 2010 OFFICE ACTION**

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Commissioner for Patents:

The Assignee respectfully requests reconsideration and entry of the following amendment in response to the office action mailed November 4, 2010. The Assignee respectfully submits that the pending claims distinguish over the cited documents.